

**MODULAR BASE FOR PICKUP TRUCK AND METHOD OF ASSEMBLY**

A pickup truck includes a sidewall having a forward portion and a rearward portion with an elongated opening formed between the forward and rearward portion, and at least one fastening element mounted with respect to the sidewall at which any one of a plurality of differently-configured sidewall modules is mountable. The pickup truck forms a modular base to which any one of a plurality of sidewall modules is attachable to provide or modify the functionality or aesthetics of the pickup truck. Methods are also provided to advantageously employ the pickup truck and sidewall modules to provide flexibility in the assembly and use of pickup trucks.